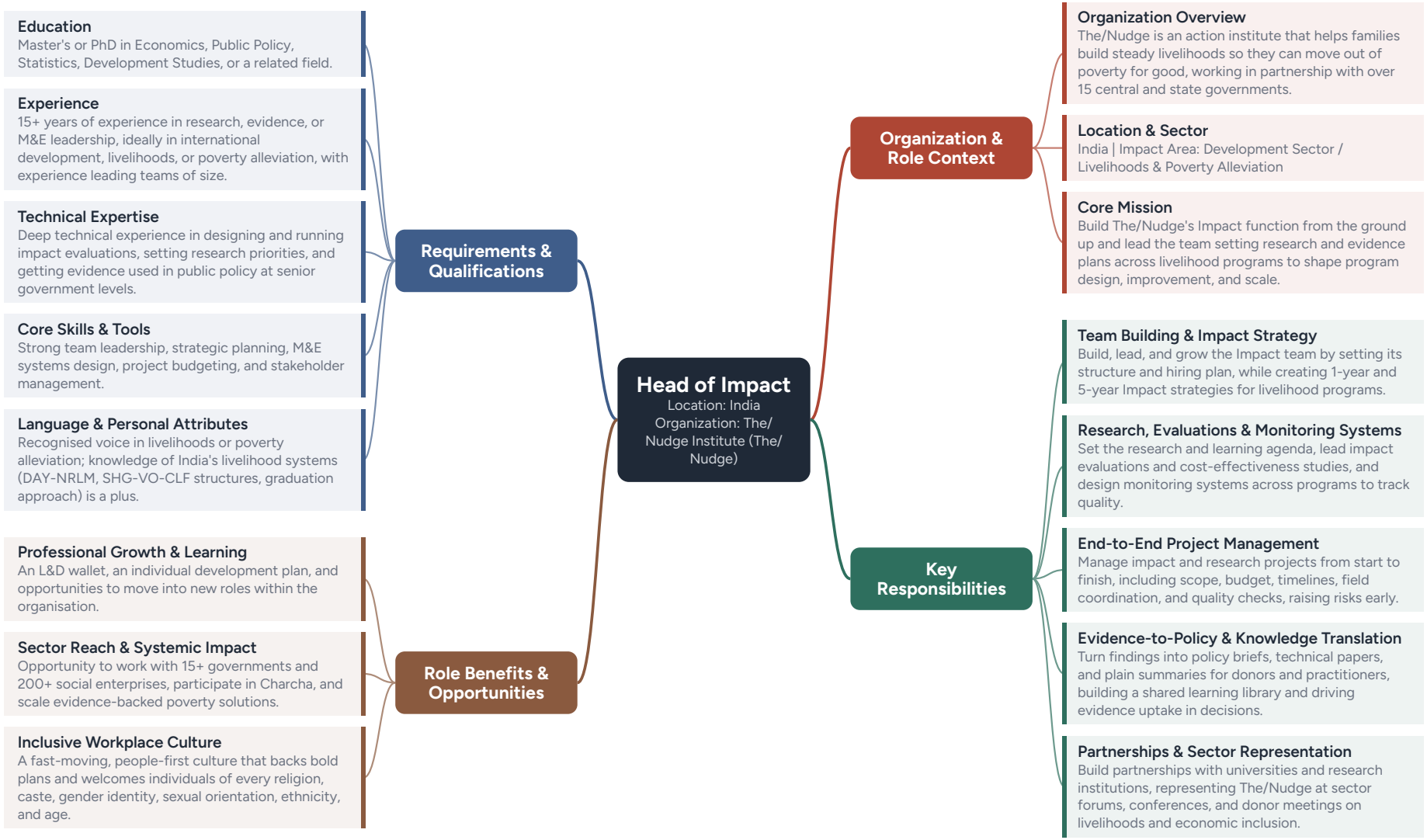
The/Nudge

Head of Impact – Livelihood Programs in Bengaluru | The/Nudge

Bengaluru, Karnataka · full-time · lead level · Competitive

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Skills this role needs

Impact evaluation design	Cost-effectiveness analysis	Monitoring and evaluation frameworks	Government and policy engagement	Research team leadership

Job description

The/Nudge

The/Nudge is an action institute that helps families build steady livelihoods so they can move out of poverty for good. It works with women, farmers, tribal communities and young people on rural development, farming, skills and economic inclusion, in partnership with more than 15 central and state governments. Its work spans 10 states and reaches over 1.5 million people, with a goal of serving 25 million Indians. Through its incubator, accelerator and grand challenges, it has also backed more than 200 social entrepreneurs. This role sits within The/Nudge's Livelihood Programs, which include the Economic Inclusion Program for the most excluded households, Asha Kiran for goat-rearing farmers, and InSight, which gives people clear near vision so they can work better.

Role

As Head of Impact, you will build The/Nudge's Impact function from the ground up and lead the team that runs it. You will set the research and evidence plan for the livelihood programs, pick out the questions that matter most for helping households leave poverty for good, and answer them carefully enough to shape how programs are designed, improved and grown. You will work closely with program leaders, the product team and field teams. Outside the organisation, you will speak for The/Nudge on evidence with senior government officials, universities, researchers and donors.

Responsibilities

- Build, lead and grow the Impact team by setting its structure and hiring plan and coaching people to deliver high-quality, timely work.
- Create the 1-year and 5-year Impact strategy for the livelihood programs, turn it into quarterly goals and drive progress against them.
- Manage impact and research projects from start to finish, including scope, budget, timelines, field coordination and quality checks, and raise risks such as poor data or delays early.
- Design and run monitoring systems across programs so teams can track quality and fix problems as they go.
- Set the research and learning agenda and lead impact evaluations, cost-effectiveness studies and learning studies, including studies run with central and state governments.
- Turn findings into policy briefs for government, technical papers for researchers and plain summaries for donors and practitioners, and build a shared library of case studies and learning notes.
- Push evidence into decisions, both in The/Nudge's own program design and with governments and NGOs, so that what works is taken up at scale.
- Build partnerships with universities and research institutions, and represent The/Nudge at sector forums, conferences and donor meetings on livelihoods and economic inclusion.

Requirements

- 15+ years of experience in research, evidence or M&E leadership, ideally in international development, livelihoods or poverty alleviation.
- A Master's or PhD in Economics, Public Policy, Statistics, Development Studies or a related field.
- A track record of setting up and leading a research, M&E or evidence team in an organisation, and of deciding research priorities across several programs or sectors.
- Experience leading managers or a team of real size, not only individual contributors.
- Deep technical experience in designing and running impact evaluations.
- Senior-level relationships with government, or a record of getting evidence used in policy at that level.
- A recognised voice in livelihoods, poverty alleviation or the graduation approach, through published research, policy work or standing in the sector.

- Knowledge of India's livelihood and social protection systems, such as DAY-NRLM, SHG-VO-CLF structures and the graduation approach, is a plus.

Benefits

- An L&D wallet, an individual development plan and chances to move into new roles within the organisation.
- A people-first culture that hires for intent, attitude, smarts and skills, in that order.
- The chance to work with 15+ governments and 200+ social enterprises, and to be part of Charcha, India's largest social sector convening forum.
- A fast-moving team that backs bold plans and learns quickly from what does not work.
- An inclusive workplace that welcomes people of every religion, caste, gender identity, sexual orientation, ethnicity and age.

Apply

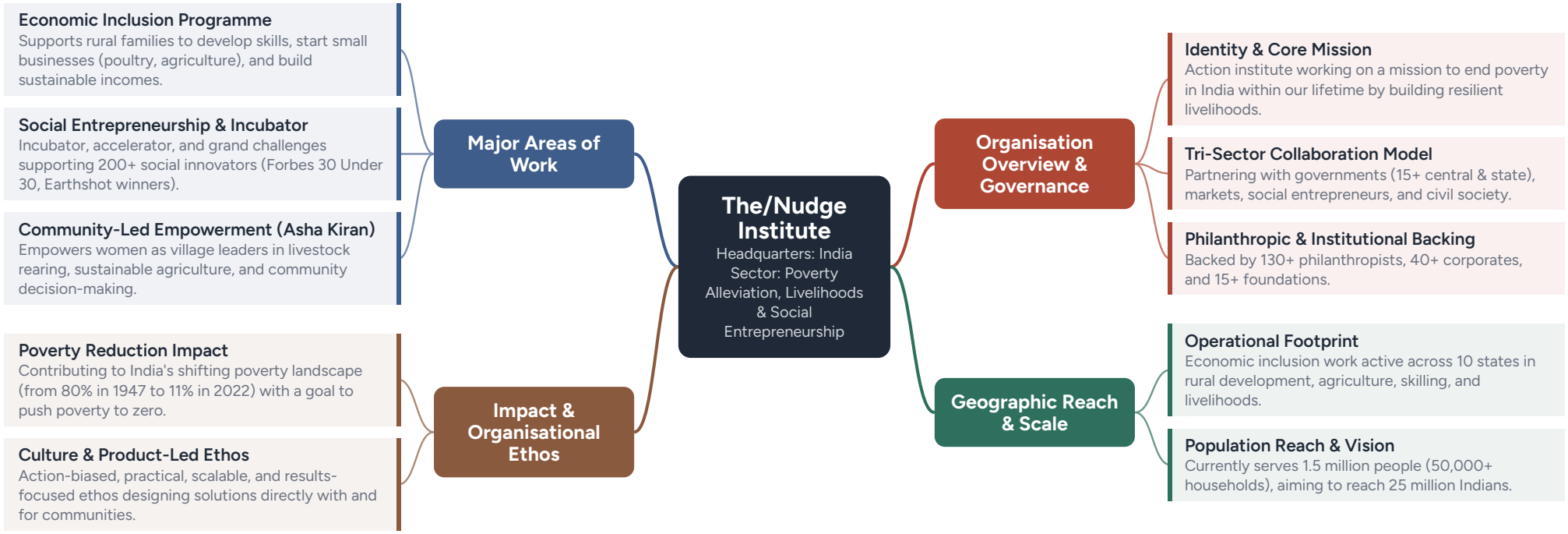
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About the organisation

The/Nudge

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About The/Nudge

The/Nudge Institute

Youtube Video >

The/Nudge Institute is an action institute on a mission to end poverty in India within our lifetime. The organisation believes that a poverty-free India is not just a dream but an achievable goal, provided governments, markets, and civil society work together. Their approach is rooted in collaboration and practical action. The team partners with state governments, social entrepreneurs, and grassroots communities to design and deliver programmes that make a real difference. Their work focuses on three key areas: economic inclusion, social entrepreneurship, and community empowerment.

Through its Economic Inclusion Programme, The/Nudge supports families in rural India to develop new skills, start small businesses, and build sustainable incomes. Women like Anjani and Sarita from Jharkhand have transformed their lives, moving from daily wage labour to running their own poultry and vegetable businesses, and even building new homes for their families. Stories like these are at the heart of The/Nudge's impact. The organisation also plays a key role in nurturing social entrepreneurs. By providing mentorship, resources, and a platform to scale up, The/Nudge helps innovators like Manu and Kritika turn their ideas into solutions that reach thousands of people. The focus is always on what works in the real world—programmes and businesses that are practical, scalable, and truly help people move out of poverty.Images courtesy: The/Nudge website

Community-led initiatives are another pillar of The/Nudge's work. Projects like Asha Kiran empower women to become leaders and decision-makers in their villages, teaching others about livestock rearing and sustainable agriculture. These efforts not only increase incomes but also build confidence and recognition for women in their communities. The/Nudge's impact is reflected in India's changing poverty landscape. In 1947, 80% of Indians lived in poverty. By 2022, that number had dropped to 11%. The/Nudge is determined to help push this number to zero, working alongside partners at every level to make it happen. The organisation's ethos is one of partnership, innovation, and relentless focus on results. The team believes that ending poverty is possible when solutions are designed with, and for, the people they aim to serve. By combining rigorous research, on-the-ground experience, and a collaborative spirit, The/Nudge is helping to create a future where every Indian can live with dignity and opportunity.Know more about the team & the work they do

For anyone passionate about social change, The/Nudge Institute is a place where ideas turn into action, and action leads to lasting impact. The journey towards a poverty-free India is challenging, but with commitment and collaboration, The/Nudge is proving that it is within our collective reach.

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